

# Sharing Hope

**HOPE OF THE VALLEY**  
RESCUE MISSION

[hopeofthevalley.org](https://hopeofthevalley.org) | (818) 392-0020

*Providing Life-Essential Services to Those in Need*

## The phone call **THAT CHANGED MY LIFE.**

By Ken Craft,  
Founder and CEO

### HONORING THE LEGACY OF THE LATE, GREAT ALEX TREBEK.

*Ring ring.* I picked up my office phone and heard, “Hi, this is Alex Trebek. I hear you’re building a homeless shelter and I’d like to come see it.”

I made an appointment, and the next morning, a truck pulled up. Out walks THE Alex Trebek, wearing blue jeans and a baseball cap. I showed him around and he said he would be in touch.

A few weeks later, he called to request our audited financials. I sent them over and he asked me to come

to his house the next morning. On his desk were our financials – highlighted, circled and notated. He said he liked our social enterprises and the way we were running the Mission. He then slid an envelope across his desk... with a check for \$100,000!

I asked if I could give him a hug and get a picture. He gave me a hug but asked me to wait for a better picture. He then arranged for my wife and I to visit Jeopardy and put us in the *(continued on page 3)*

2 | Celebrate Easter

4 | Sponsor a Bed

4 | Running from Death to Hope



*Ken and Laurie Craft with Alex Trebek on set at Jeopardy!*

front row. He stopped in the middle of taping and brought us up on stage, where he talked about the crisis of homelessness in L.A. and the work of the Mission, and then took the picture you see here.

Just before we opened our North Hollywood shelter in June 2020, Alex called me up again and asked if he could bring his wife, Jean, to come see the multipurpose room we named after them. I took them on a tour, and while we were chatting, Jean reached into her pocket and handed me a check for \$500,000!

I was stunned, but they told me they love what we are doing and wanted to invest in our Mission. I asked them if I could use this as the lead gift for the next shelter we were planning to build, and they said they would be honored.



*Trebek Family at the Trebek Center Announcement Ribbon Cutting.*

***“I KNOW HOW PROUD ALEX WAS OF THEIR MISSION. HE WAS SO DEEPLY GRATEFUL TO BE A PART OF THE SOLUTION, TO ALWAYS LEND A HELPING HAND BY OFFERING BOTH HOPE AND PRACTICAL ASSISTANCE TO THOSE IN NEED.”*** – JEAN TREBEK



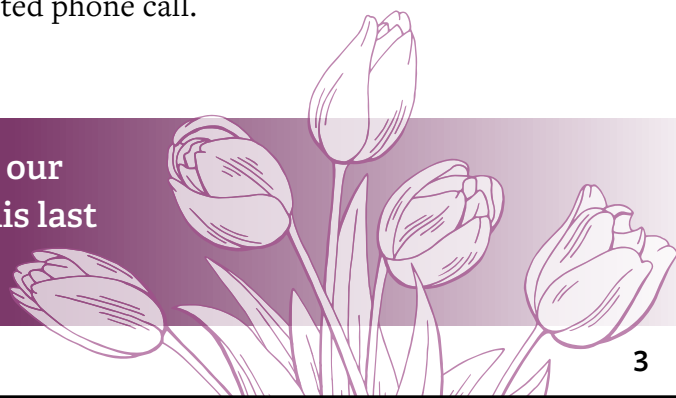
*CEO Ken Craft at the Trebek Center under construction.*

While I was waiting for news of the sale of the land we ended up buying, the old SkateLand roller rink, Alex sadly passed away before I could call him with the update.

I called Jean to give her my condolences and asked her if we could name this shelter after Alex to honor his incredible legacy to change lives forever. She called me back the next day to say they would be honored to have his name grace the building.

The wonderful Trebek family attended our ribbon cutting when we broke ground and will be there at the grand opening in March of 2022, honoring this incredible new facility. And it all started with an unexpected phone call.

To watch Alex Trebek’s inspiring words of wisdom at our NoHo Bridge Shelter Grand Opening, filmed during his last days, visit **[hopeofthevalley.org/trebekmessage](https://hopeofthevalley.org/trebekmessage)**.





# Easter<sup>2022</sup>

ANNUAL CAMPAIGN

You can help transform  
hearts and lives!



**1,642,500** meals

*\$2.05 for a meal!*



**547,500** nights of shelter



**23** men in our recovery  
programs (on average)



**78,000** hours of education  
& counseling

*Thank you for sharing  
hope & joy this Easter!*

*"Why do you look for the living among the dead?  
He is not here; he has risen!" – Luke 24:5-6, NIV*



A Message from KEN CRAFT



## *The everlasting hope* **OF EASTER**

This Easter, we celebrate the incredible gift of peace and hope that has been given to us. The promise that new life is possible... even when it can seem like all hope is lost.

Many of the people who come through our doors have lost their hope. They look back on their lives and feel nothing but brokenness... regret... shame.

But this Easter, they can experience the heart-pounding joy and love that comes through new life! Your support helps us share that message of hope all year long, but most especially during the Easter season.

During Easter, there are blessings all around us. Through your gifts

to the Mission, you pass on those blessings to those who come through our doors!

**Thanks to caring friends like you, this Easter will be a time of rejoicing** for those who have found new life... and a time to welcome anyone in need of everlasting hope.

I pray that you, too, will be filled with blessings and peace this Easter!

Ken Craft  
Founder and CEO



## **CELEBRATE EASTER BY CARING FOR OUR HURTING NEIGHBORS!**

Hurting men and women turn to the Mission each day... longing for a second chance in life. Today, you can help make their new beginning possible with help like:

♥ **A hot meal for \$2.05 – often the first step to a new life in faith**

♥ An overnight stay in our safe shelter

♥ Faith-based care & healing in our life-change programs

By giving generously now, our homeless and hungry neighbors will be welcomed with food, shelter and care this Easter season!

✉ Give now using the enclosed reply card and envelope.

✦ Give online anytime at **hopeofthevalley.org**.

*Thank you for your support of our Mission guests. Have a blessed Easter!*



## SPONSOR AN ENTIRE BEDROOM!

The Trebek Center, which you read about in our cover story, will soon be opening its doors to serve the San Fernando Valley. We want to extend a special thanks to all the generous room sponsors who have already given... and extend an invitation to sponsor one of our bedrooms at the Center.

### It's not too late!

Your \$3,000 bedroom sponsorship will help provide food, shelter and care to the person who will be living in your sponsored bedroom. PLUS, we'll place a plaque on the outside of the unit celebrating your generosity with a custom message of "Sponsored by..." "In Honor of..." or "In Memory of..." which can be customized according to your wishes.

To learn more about the remaining sponsorship opportunities, please visit us at: [hopeofthevalley.org/trebekcenter/](https://www.hopeofthevalley.org/trebekcenter/)

### *Sponsor a Bed*

You can give someone a safe, clean place to sleep for the night. We have more than 1,500 beds between our 15 shelter locations... which means we're always in need of additional bedding!

Please consider sponsoring a bed in a bag from Amazon and have it shipped straight to the Mission, using this link to our Amazon wish list:

[https://www.amazon.com/hz/wishlist/ls/32U4OU7FD9634?ref\\_=wl\\_share](https://www.amazon.com/hz/wishlist/ls/32U4OU7FD9634?ref_=wl_share)

Thank you and God bless you!



## Running from Death to Hope

Congratulations to our tireless leaders, CEO Ken Craft and CFO Rowan Vansleve, for their incredible accomplishment. Ken and Rowan ran 250 miles – from Death Valley to Hope of the Valley – to raise awareness and funds for the life-saving work of the Mission!

Their journey symbolizes how homelessness is filled with death – such as the death of someone's dreams, health, family relationships and more. Just as Ken and Rowan ran from the lowest, hottest and most isolated place in the U.S. to a place of Hope, we must continue to rescue people from death and despair and restore them to a place of hope and dignity. And we are, thanks to generous friends like YOU!